

# FA Cup - Preliminary Round - Easington Colliery vs Pickering Town

DATE: Friday, August 15, 2025  
LOCATION: Pickering, England, GB

## Event Description

FA Cup - Preliminary Round - Easington Colliery vs Pickering Town is a premier sports event in Pickering. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** sports  
**Importance Rank:** 50/100  
**Expected Attendance:** 1,045 people  
**Event ID:** 9xy9dRBQkXR85sK5do

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x baseline (varies by property tier & location)  
**Occupancy Impact:** +60 percentage points over baseline  
**Booking Lead Time:** Demand begins 60 days before event  
**Impact Radius:** 15km from venue  
**Estimated Room Nights:** 418 across all properties

*Note: Actual impact varies by property location, star rating, and local market conditions.*